MENA®
eSOLUTIONS
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CORPORATE
BROCHURE

UAE | KSA | BAHRAIN | QATAR

About us

A part of Saudi Development Company (SADC), MENA eSolutions has been, since its inception in 1999, focused mainly on Enterprise Application Integration and Business Process Automation.

MENA eSolutions was the first company in the region to focus, at that time, on driving SOA based solutions to the Market and helping major enterprises to integrate their disparate systems, department silos, business partners (B2B) and customers (B2C).

We are working alongside prestigious clients in the region to make sure that their applications are communicating seamlessly and producing quality data that can be used to make better decisions. As MENA eSolutions continues to grow and increase coverage of the Middle East and North Africa region, the human capital and expertise remains at the heart of this growth path.

MENA eSolutions has taken up the challenge to keep its resources within the Gulf region spread between its headquarters in Dubai, UAE and Offices in Manama, Doha, AlKhobar and Riyadh.

This is fostering the strategic relationship MENA has with its clients in the region by delivering services on a proximity basis. Our talents, expertise and commitment are always nearby, and our local presence enables cost-effective solutions and on time delivery and services.

Our people are the nutshell of the innovation we are bringing to the market. The team blends different cultures and skill sets from basic Middleware infrastructure, EAI, SOA all the way to BPM and Analytics. The team has gathered a great deal of expertise on different environments.

MENA eSolutions is today innovating in areas such as Mobility and Business Monitoring, to continue on the path of being the recognized Enterprise Software Infrastructure Solutions provider in the MENA region.

MENA eSolutions has taken its integration capabilities to apply them to vertical solutions such as Contact Center Integration, Compliance and Retention, and Customer Experience Management across the Financial services, Telecommunications and Energy industries.

Today we are proud to build on this experience, as an important pillar of our intellectual property, and drive partnerships with leading providers in their area to bring niche, but strategically important, application pieces that complement the software technology infrastructure.

Our Mission

Our Mission is to deliver innovative and state of the art consultancy and solutions in the areas of Enterprise Application Integration, Business Process Management, Mobility and Business Analytics to help our clients overcome their complex business process challenges.

Our Values

Our team harnesses the best values and standards of excellence.

Customer Excellence
We thrive to deliver services and solutions to our customers ensuring that they are properly serving and improving the business purposes.

Integrity
We advise on the best approach that is in in-line with customer success and transparency.

Teamwork
We leverage on our multi-cultural diversity to learn, improve, understand and support each other.

Accountability
We are accountable for what we deliver as a winning team.

Innovation
We constantly are on the path of improving our solutions and services, paving the way to an innovative environment. .

Our Vision

To enable our customers to leverage on their processes and data, aligning them with business goals, turning them into a strategic asset to improve their business performance.

We are focused on the regions key markets

Telecommunications   Financial Services   Energy   Public Sector

We will

01 Advise our customers on the best way to achieve and leverage data assets with processes.

03 Enable collaboration, interaction and unlimited access to information.
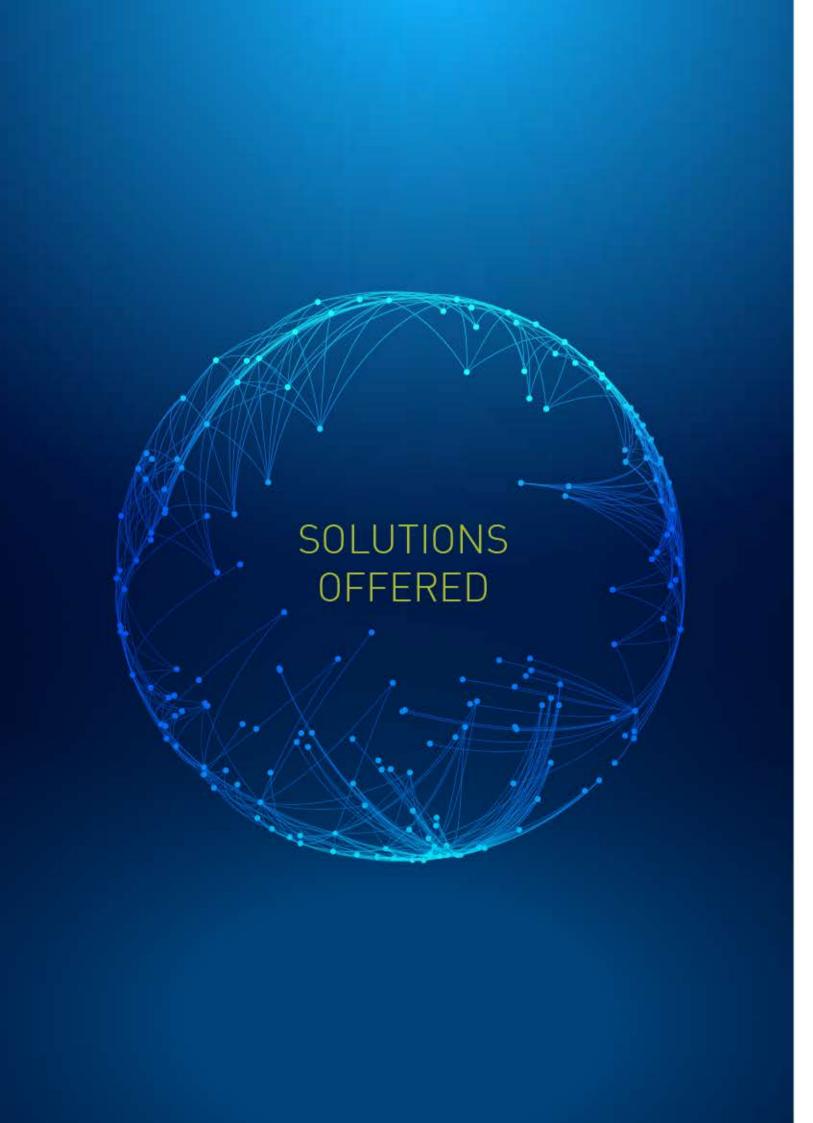
02 Provide professional consultancy and solutions on time and budget.

04 Develop profitable long term relationship with our clients.

SOLUTIONS
OFFERED

Decision Support and Business Analytics

For decisions to be made successfully, insights need to be accurate. The rapidly changing business environment requires thoughtful insight in decision making. Critical decisions about your organization's success are made based on the data stored in your information repositories. Our Business Intelligence practice will help you research and analyze the stored data.
We aim to enable you in strategizing, making the right decisions, and understanding your organization's effectiveness. This is more of an essence today as data volumes are growing, driven by demanding customer interactions, and requiring business users to freely build their decision-making framework. We bridge the gap between the data production and the data analysis, bringing together the structured and unstructured ecosystems in one single dashboard.

Our BI offering includes

• Data discovery & visualization
• Dashboards & Analytical
  Applications
• Predictive Analytics
• Active information intelligence
• Real-time monitoring
• Mobile Business Intelligence

streambase

Spotfire

Enterprise Portals

Once information has been classified, orchestrated and stored, business users need to be able to access this information in a seamless manner through Enterprise Portals.
We take the concept of Enterprise Portals beyond the intranet and internet information access. Our framework provides organizations with the same environment that can be deployed on a classic computer or mobile device, while maintaining content, data access and integrity at the same standards.

•Portal Strategy and architecture
• Portal Development
• Visual identity creativity
• Application consolidation into Enterprise Portals
• Deployment Strategy
• Content and workflow Management
• Self-Service framework for Enterprise Applications

BACKBASE

Microsoft

Business to Business Integration (B2B)

In a competitive environment, organizations are joining forces to address the same customers leveraging on channels, geographical presence, branding or other factors that will attract the customer.
This is very often faced with a challenge to integrate systems from two different organizations while using the same security, application access and data integrity environments.
Such integration can sometimes be limited in time depending on a joint marketing or awareness campaign, a limited time for citizens to register, as an example.

Mena eSolutions has developed extensive experience in the B2B arena working with organizations that are handling a large volume of customers and with needs changing over weeks if not days. We use the best of breed technologies to allow

- External permanent or campaign based integrations
- Preparing the hosting framework for integration on both sides
- Defining and applying the different security and application rules
- Creating an integration environment that is not disturbing existing ESBs, if any, neither requiring partners to have an ESB.

Contact Centers Integration

In today's world, organizations are constantly on the wave of improving customer service and their interaction with the market. Customers are more demanding and technology savvy, where needs are addressed in a customized manner.
Most businesses operate contact centers whether on premise or outsourced. The reality is no one is doing business alone, but working with partners. Today's challenge is to address integration with the partners, the multi-channel aspect of communication with customers while keeping existing investment. Mena eSolutions is a visionary in this space, leveraging on our SOA expertise, bringing it with our technology partners to the contact center world integrating all the different channels and consolidating into customer relationship management systems for a better customer experience.

Our solution is revolving around the following components

- Creating a joint environment for interactions, resources and information
- Integrating mobile interactions and users
- Unifying channels through the Customer interaction Management Platform
- Creating an automated environment for data collection across interaction resources
- Integrating with the existing contact center technology
- Centralizing the customer interaction through one CRM interface
- Providing a decision making framework for continuous improvement
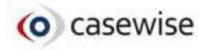
Business Process Management (BPM)

Business Process Management (BPM) is an organized way of discovering, modeling, monitoring, analyzing and optimizing business processes. It is a management discipline that deals with the change to improve business processes that is cross functional in nature and makes maximum use of technology to discover processes, analyze the model, alter the processes, and optimize process performance.

Our BPM offering empowers you to accomplish the sought after results by improving your business processes. Our BPM implementation offering includes

- Process Discovery and Design
- Process Automation and Integrity
- Operational decision Management & Escalation
- Process Accelerators
- Multi-Channel Notifications
- Business Monitoring

TIBCO
The Power of Now®

MuleSoft

Genesys

casewise

Enterprise Application Integration (EAI)

Many organizations need more than one application to fulfill the core business requirements, monitor their processes and control the operations.

Along with new trends in software technology, the need for enhancements and the complexity of IT systems leads to an increasing demand for Enterprise wide Application Integration.

A Service Oriented Architecture (SOA) can provide enterprises with significant benefits, including the ability to reuse application functionality and to interconnect heterogeneous applications to create new composite ones, dramatically reducing time to market.

We have developed a mature practice in this area for the last fifteen years deploying different SOA based projects in the Middle East & North Africa region. The technology has improved allowing a rapid deployment of SOA based environments, backed by MENA's expertise in selecting the right technology for the customer's environment.

The main advantage is that an SOA environment will translate your business services into technology services, allowing you to provide them to your customers and change them according to your needs.

Using EAI you can integrate

- Legacy / Mainframe Systems
- Bespoke Applications
- Business Partner Applications (B2B)
- ERP & CRM Applications
- Control & Sensing applications

Advantages of EAI

- Real-time.
- Integration and Connection between systems.
- Security.
- Scalability.
- Reusability of development assets and services

EAI Features

- Messaging
- Adapters for market applications
- Data Transformation
- Message Routing
- Monitoring/Administration

solace

MuleSoft

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Consultancy Services

Our Architecture Design services comprises of both system and application architecture reviews and improvement. These services are benefiting from our capacity of having implemented our solutions at customers across the region. We have implemented our solutions in Telecom, Banking & Financial Services, Government, Oil & Gas and Aviation.

Our team are experienced in the different architectural models ranging from TOGAF, NGOSS to e-TOM and other vertical models.

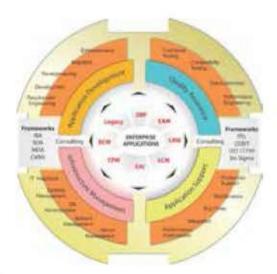Our array of services in this area encompasses:

- Enterprise Architecture Design and Definition
- Enterprise Architecture review and improvement roadmap
- Implementing an Enterprise Architecture Conceptual Model
- SOA Maturity Model Assessment
- SOA Governance Framework definition and implementation
- Business Architecture Improvement
- Business Process Re-engineering and implementation
- KPI definition and Analysis around target architecture

Data Retention and Compliance

While most business have to address customer needs quickly and efficiently, consumer protection, compliance with authorities, investigation requirements are adding more to the complexity of keeping large amounts of data related to customer transactions.
Compliance enforces being able to keep such volumes for longer periods than classical data warehouse systems that are backed by online storage. Quick access to this data and retrieval in addition to being able to aggregate different data elements for retention and compliance purposes makes the usage of a standard solution a must for organizations.

We have partnered with leaders in this domain to provide customers with

- A simple appliance with built-in data access and retrieval software
- Data filtering and aggregation capabilities
- Retention time according to the type of data
- Analytical platform to leverage on the different correlation capabilities
- Integration of the data retention and compliance within the specific environment

Enterprise Business Applications

We are a leading enterprise business applications and systems consulting firms. We provide the necessary business knowledge and technical expertise to help our clients better understand, utilize and maintain their complex and critical enterprise systems. We specialize in the integration of financial, human resource, supply chain and customer relationship management (CRM) applications.
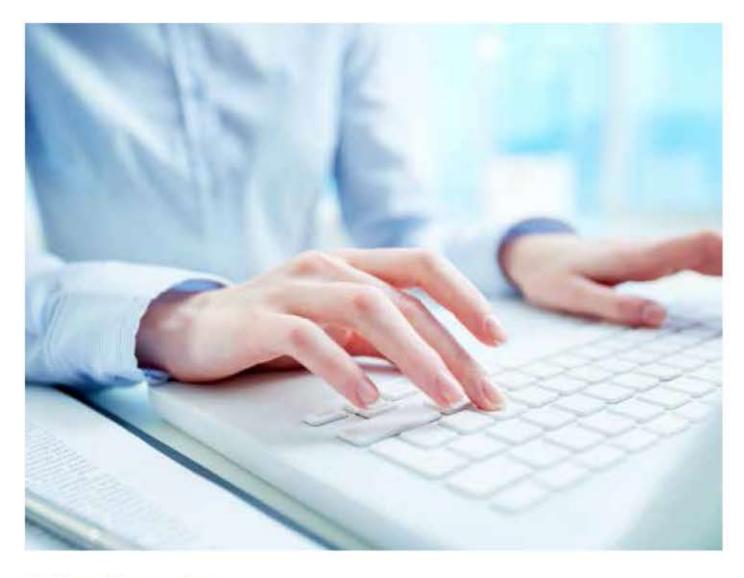Our IT consultants effectively align back-office applications with corporate strategy to gain efficiencies and drive productivity and profitability while maximizing the lifecycle value of your technology assets. Our team offers extensive expertise in business process management; enterprise systems solutions such as SAP ERP, Oracle e-Business Suite, and Microsoft Dynamics, SharePoint and all technology platforms, operating systems, and infrastructure.

Training and Support for ERP Systems and Enterprise Business Applications

Utilizing enterprise business applications and ERP systems to their greatest potential requires highly trained and experienced individuals who understand each application's and system's capabilities and limitations, as well as the environment in which they will be used. To help our clients better utilize and maximize their ERP investments, we offer training and support for multiple ERP solutions.

CyberSecurity

Cybersecurity is the body of technologies, processes and practices designed to protect networks, computers, programs and data from attack, damage or unauthorized access. In a computing context, the term security implies cybersecurity.

One of the most problematic elements of cybersecurity is the quickly and constantly evolving nature of security risks. The traditional approach has been to focus most resources on the most crucial system components and protect against the biggest known threats, which necessitated leaving some less important system components undefended and some less dangerous risks not protected against. Such an approach is insufficient in the current environment

Ensuring cybersecurity requires coordinated efforts throughout an information system. Elements of cybersecurity include:

- Application security
- Information security
- Network security
- SSO Identity Management
- Disaster recovery / business continuity planning
- End-user education
- Compliance to standards (ISA62443, ISO27001...)
- Automatic malware detection and removal

Information Security

IT Infrastructure Security Assessment

The design of many IT Infrastructures are inherently flawed and do not meet the minimum security requirements or adhere to IT Infrastructure design best practices, e.g network segmentation. Many organizations proceed in the procurement of Security Solutions like SIEM's, Endpoint Security Solutions, ATP detection solutions without having a properly designed IT infrastructure with enough enforcement points to enable utilization of said solutions or insight into the activities in their infrastructure.

We at SADC believe in redesigning the IT Network Infrastructure to provide for better integration with Security Solutions and provide more insight and visibility into the IT Network Infrastructure which would enable us to better define your operational baseline and detect any malicious activity or anomalies

Anomaly Detection Solutions

The rise of malware proliferation and the online marketization of exploits and vulnerabilities has increased the number of exploits out in the wild, especially zero-day exploits. This means reliance on only traditional security solutions to detect infection, exfiltration of data or remote control is a high security threat and will leave your infrastructure wide open to exploit without detecting it until your private information is sold or posted online or worse yet encrypted by ransomware.

To enable detection of malware and zero-day exploits we rely on Anomaly detection solutions that identify an operational baseline for your IT Infrastructure and alert us to any changes in your systems behavior that could be indicative of exploitation. We also, provide end-point detection solutions that try to detect common exploitation methods like, buffer overflow, privilege escalations for unauthorized users, virtual machine detection activities so forth.

Among the solutions we always recommend are the deployment of SIEM's, Layer-7 Application Firewalls, APT detection solutions including Sandboxing solutions and Threat Intelligence. We rely on our team's deep Enterprise IT background to integrate our solutions with your IT Infrastructure and with each other to allow you maximum visibility and detection ability.

Managed Security Services

We also offer Professional Service to run and operate our client's IT Security Infrastructure and support their IT Security teams and provide vendor specific training and on-job training to enhance our client's team's ability to operate, detect threats and react to it.

Industrial Systems Security

Given SADC's long history in installing industrial systems, MENA eSolutions team is very familiar with the security requirements of such systems and their performance limitations, restrictions and technologies deployed in such environments. This gives us an advantage over our competitors in provisioning security solutions to industrial control networks with minimal disruption to its operation and maximum efficacy utilizing Data Diodes and DPI for control networks.

Telecommunication

The rapid growth of technology has changed the way the telecommunications industry operates. Leading telecom operators in the MENA region are using a wide choice of different technology offerings that are within our portfolio. Our solutions enable customers to go beyond their traditional services by analyzing and understanding their target markets, improving loyalty, reducing cost and increasing lifetime value.

Our offerings and services transform the telecommunication sector by providing:

Enterprise Backbone
OSS/BSS Integration
Business to Business Integration
Business Process Management
Business Optimization
Complex Order Management
Mobile Money
CDR (Call Records) Retention and Analytics / Data Mining

OUR CLIENTS

Financial Sector

In Today's world financial institutions are revolutionizing the way they operate and serve the customer. New strategies and customer interaction channels are built based on their customer demand and increasing loyalty in their existing market, before venturing into new markets. Acquisitions are also playing an important role in this area, where IT consolidation is key.

We have actively partnered with key financial services providers in the region to offer solutions that help them through this transformation journey. Our offerings include:

Enterprise Application Integration
Retail Business Performance Monitoring
Customer interaction intelligence
Core Banking integration with different customer channels
Self Service in branch and cross-retail area
Loyalty program management
Mobile Sales Force Automation

OUR CLIENTS

Government & Transportation Sector

Governments are focused today on providing easy access to their services for the community served. We have undertaken major projects to build customer interaction portals with all the enterprise integration required to achieve the service goals for the citizen and visitors. This is tightly coupled with the transportation sector, where alliances and regional consolidation are taking place.

Our technology offerings combined with services helps transportation companies manage a certain number of strategic area around our offerings which include:

Customer Interaction Portals
Self Service channels
Enterprise Application Integration between core airline applications.
PSS program SOA governance
PSS program EAI development (Reservations, inventory, Ticketing, Distribution & Loyalty)
TOGAF/ITIL framework implementation

OUR CLIENTS

Energy Sector

Our parent holding company is a major operator in Oil & Gas Services and Energy trading. This has given us a great exposure to the industry challenges and requirements. We have worked with providers in this area to cater to their needs, through rapid technology implementation and deployment.

Enterprise Application Integration
Analytics for critical areas such as maintenance and production
Real time data acquisition from machinery and pipelines to build decision making platforms.
Mobile field applications.
Alert automation.

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